**Make and Market a New Product**

(+ “Six Thinking Hats”!)

**Group:** 4 members

**Materials:**

1 paper coffee cup

1 x 1m piece of string

10 tooth-picks

10 paper clips

1 paper plate

1 sheet of newspaper

**Time:**

10 mins. planning

30 mins to create

20 mins to create a marketing campaign

5 mins to market the product to the class

**Instructions:**

Using only the skills and abilities of your group, and the materials listed above, your task is to create and market a new product to the world.

The task will of course involve teamwork and planning, as well as an ability to think laterally.

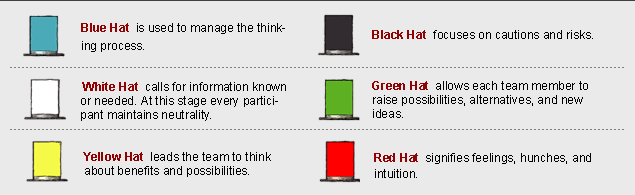
**What will your group’s product be?**

**What is the best way to market it?**

(e.g. talk, demonstration, poster, PowerPoint, Wiki, photographs, drawing, or a combination of all of these?)

**Strategy:** Create a Marketing Campaign using …

**Six Thinking Hats**

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**What is it?**

Six Thinking Hats is a strategy devised by Edward de Bono which requires students (and teachers), to extend their way of thinking about a topic by wearing a range of different ’thinking‘ hats:

**White** hat thinking focuses on the information available and needed.

**Black** hat thinking examines the difficulties and problems associated with a topic.

**Yellow** hat thinking focuses on benefits and values.

**Red** hat thinking looks at a topic from the point of view of emotions, feelings and hunches.

**Green** hat thinking requires imaginative, creative and lateral thinking about a topic.

**Blue** hat thinking focuses on reflection, metacognition (thinking about the thinking that is required), and the need to manage the thinking process.

The colours help students to visualise six separate modes of thinking and to convey something of the meaning of that thinking, for example, red as pertaining to matters of the heart, white as neutral and objective.

**What is its purpose?**

You will learn to reflect on your thinking and to recognise that different thinking is required in different learning situations.

**How do I do it?**

Consider an issue or topic which you would like to explore, for example, for your product, the influence it may potentially have on its consumers’ lives, or, the negatives associated with NOT using your product. Consider what type thinking is required for each of the hats. Then begin to ask a range of questions:

White hat - what are the facts about the product?

Black hat - what are some of the negatives about the product? (will you reveal these to your audience?)

Yellow hat - what do people gain from using your product? What are the benefits of owning / using it?

Red hat - how does using / owning the product make us feel?

Green hat - what could be changed to make the product more accessible or more appealing?

Blue hat - how do the mass media in general affect people’s consumer habits?

Use these thinking strategies to come up with an effective marketing campaign, then present to the whole class by employing all the different types of ideas generated using the six hats.

**How can I adapt this method?**

Six Hat Thinking can be applied to many situations in which brainstorming, problem solving, creative and lateral thinking are required.